



# Platform 50

Inspire, guide and support

# What is Platform 50?

- A women's coaching and mentoring project for young women aged 16 - 25
- Founded and led by Arterne: Enriching the next generation CIC, as a not for profit company.
- Based on the principles of love, integrity and respect

*Love is all there is...before you can love another, you must first learn to love yourself'*

*Cindy Willcocks, Arterne Founder*

The logo for Platform 50 features the word "Platform" in orange and "50" in blue, both in a hand-drawn, brush-stroke font. Below the text is a purple horizontal bar with the tagline "Inspire, guide and support" in white lowercase letters.

Platform 50  
Inspire, guide and support

The logo for Arterne CIC consists of a stylized blue sun with a semi-circle at the bottom and a dotted arc above it. To the left of the sun are three overlapping circles in blue, orange, and blue. The word "Arterne" is written in a blue sans-serif font, with "CIC" in a smaller font to its right. Below the name is the tagline "enriching the next generation" in a smaller blue font.

Arterne<sup>CIC</sup>  
enriching the next generation

# What is coaching and mentoring?

## Coaching

- Aims to improve performance
- Focuses on the 'here and now'
- We are not considering the 'coach as expert' but, instead, the coach is a facilitator of learning

## Mentoring

- Focuses on the future, and broader skills for personal or career development
- **M**anage the relationship
- **E**ncourage
- **N**urture
- **T**each
- **O**ffer mutual respect
- **R**espond to the learner's needs

(David Clutterbuck, 2004)

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# What can I expect?

Matched with a mentor

No waiting list, or exclusion criteria

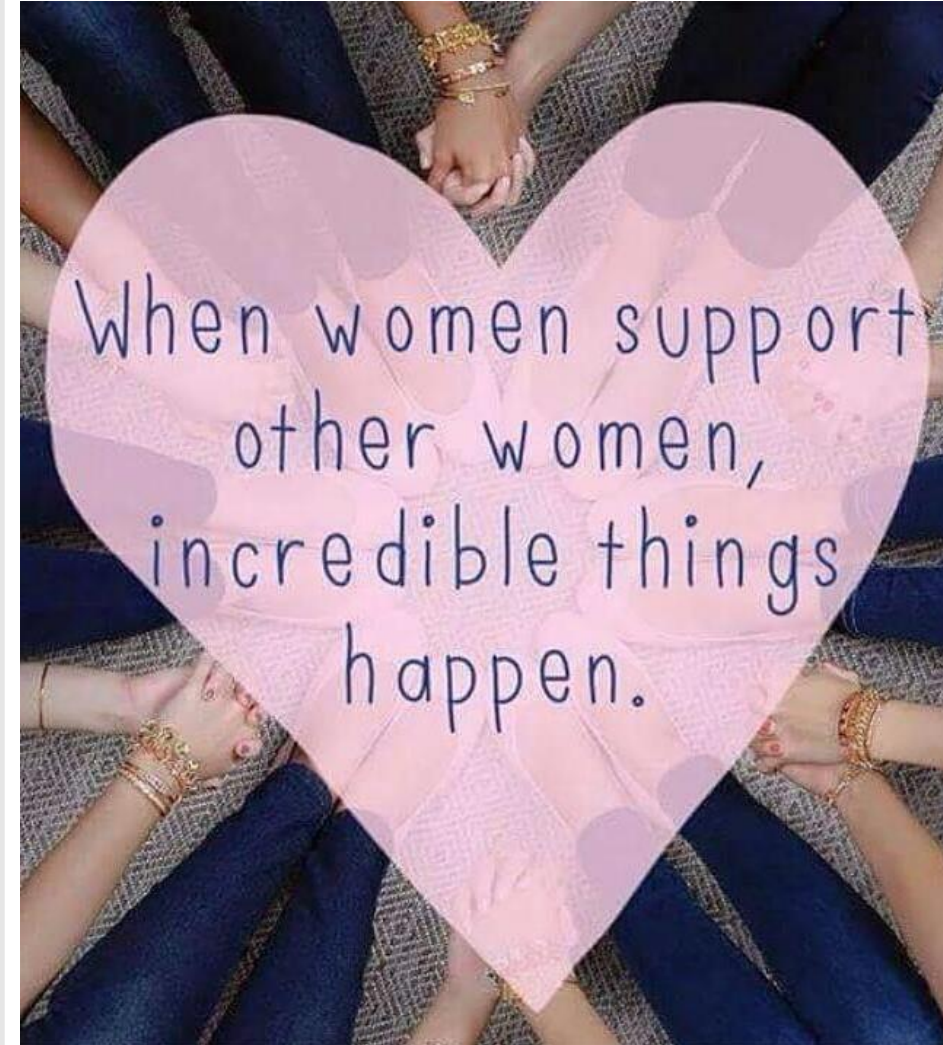
3-way meeting - goals agreed

Advice on other services if specialist help is required

Regular meetings with your mentor and check-ins from a Platform 50 team member

# What are the benefits?

- Feedback has been very positive
- Mentoring provides career guidance and psychological support (Noe, 1988)
- Improves performance/skills, well-being, coping, work attitudes, and goal-directed self-regulation (Theeboom, et al., 2013)





# Contact Information

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